

Message Text

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PAGE 01 STATE 185632
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 R

DRAFTED BY COM/BIC/OIM/MADERHOLD/CMP/238

APPROVED BY EB/OCA/CD:WERAU

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COM/BIC/OIM/SAD/BTYRRELL/PHONE

STATE/OCA/CD:WERAU

NEA/RA/DMORRISON (INFO)

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R 061708Z YUG 77

FM SECSTATE WASHDC

TO AMEMBASSY NEW DELHI

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS STATE 185632

E.O. 11652: N/A

TAGS: BEXP: IN

SUBJECT: PRINTING AND GRAPHIC ARTS CATALOG SHOW - MARCH

1978

1. THE MAILING UNIVERSE FOR PRINTING AND GRAPHIC ARTS EQUIPMENT IN THE U.S. COMPRISES APPROXIMATELY 3000 FIRMS. THIS AMOUNT IS RELATIVELY SMALL COMPARED TO OTHER PRODUCT CATEGORIES SUCH AS EIPT EQUIPMENT AND ELECTRONIC COMPONENTS WITH A UNIVERSE OF 8000 AND PUMPS, VALVES AND COMPRESSORS WITH A UNIVERSE OF 5500.

2. CATALOG EXHIBITS FEATURING PRINTING AND GRAPHIC ARTS
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EQUIPMENT, WHICH WERE HELD DURING 1977, HAVE NOT ATTRACTED A LARGE NUMBER OF PARTICIPANTS. FOR EXAMPLE, 68 FIRMS PARTICIPATED IN EXHIBITIONS HELD IN LATIN AMERICAN COUNTRIES AND ONLY 45 FIRMS PARTICIPATED IN THE EXHIBITION HELD IN NIGERIA.

3. ONE POSSIBILITY THAT MAY ATTRACT A LARGER NUMBER OF U.S. PARTICIPANTS WOULD BE TO COMBINE TWO THEMES; I.E. PRINTING AND GRAPHIC ARTS EQUIPMENT ALONG WITH MEDIA. THE LATTER THEME INCLUDES PUBLICATIONS SUCH AS TRADE

JOURNALS, INDUSTRIAL PUBLICATIONS/JOURNALS, TRAINING MANUALS, AUDIO-VISUAL PRODUCTS, SUPPLIERS CATALOGS, REFERENCE MANUALS ETC. INDUSTRY EXPERTS HAVE CONFIRMED THE VIABILITY OF COMBINING THESE TWO THEMES.

4. PLEASE ADVISE IF ANY PROBLEM AREAS ARE PERCEIVED AND COMMENT ON THE VIABILITY OF THIS DUAL THEME OF PRINTING AND GRAPHIC ARTS AND MEDIA FOR MARCH 1978. CHRISTOPHER

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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TAGS: BEXP, IN
To: NEW DELHI
Type: TE
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